

Vak: Entrepreneurship and Media

credits: 5

Vakcode	ICVP14CCO2	Werkvormen	Gastcollege
Naam	Entrepreneurship and Media		Hoorcollege
Studiejaar	2022-2023		Werkcollege
ECTS credits	5	Toetsen	Entrepreneurship and Media - Computer, organisatie ToetsCentrum
Taal	Engels		
Coördinator	H. Kiisa-Nijbroek		

Leeruitkomsten

The following competencies are developed at level 1:

- 1.2. Monitor developments in the professional field as well as in the national and international media landscape, and are able to translate these insights into communication strategy
- 2.5. Account for communication interventions based on knowledge, theory and research insights.

Inhoud

The knowledge students need for the CCO1 project is assessed in an exam. The following topics will be covered: semiotics, roles of visuals in communication, rhetoric and 'gestaltism' (Gestalt psychology), basic knowledge in the fields of cross-and-trans media strategies, media channels, concepting and storytelling. Entrepreneurship and business plan, personal branding, market orientation and market analysis tools, marketing strategy, financial statements, network map, action plan.

Opgenomen in opleiding(en)

International Communication

School(s)

Instituut voor Communicatie, Media & IT

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